



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## PROUDLY PRESENTS SEASON 45 FOR SMC & SEASON 21 FOR SWC

The Seattle Men's Chorus and Seattle Women's Chorus return with an exciting and ambitious season. It will entertain, educate, and challenge. Won't you consider partnering with us for this truly amazing season?

### **A TREEmendous Holiday**

It's December and that can mean only one thing! It's time to HO! HO! HO! with SMC in a joyous fun-filled celebration of seasonal favorites, along with the Pacific Northwest's gayest holiday sing-a-long. With eight concerts including dates in Tacoma and Everett, what's not to love?

**December 1<sup>st</sup> through December 23<sup>rd</sup> (Livestream). Venues include Pantages Theatre (Tacoma), Everett Civic Auditorium (Everett) and Benaroya Hall (Seattle)**

### **Banned & Beloved**

Books are being banned in the United States at an unprecedented rate. Seattle Women's Chorus has commissioned five living women-identified composers to create new music based on perennial banned books "Alice in Wonderland", "Beloved", "Heather Has Two Mommies", "Melissa" and "This Book is Gay". The concert also features censored songs from films like *The Wizard of Oz*, *Winnie the Pooh*, and *The Muppets*. A socially timely concert that integrates video storytelling with the music.

**Saturday, February 3<sup>rd</sup> | 1:00 pm and 5:00 pm (Livestream) | Town Hall (Seattle)**

### **Love Beyond Borders**

"Give me your tired, your poor, your huddled masses yearning to breathe free, the wretched refuse of your teeming shore." The welcoming poem at the Statue of Liberty stands in stark contrast to today's immigration policies. Refugees, including LGBTQ+ Muslims, have become targets of hate and violence and virtually silenced. This powerful one act original oratorio is based on the lived accounts of asylum seekers and is set to music by composers whose musical vocabularies are steeped in their own cultural traditions. Compelling video interviews are woven throughout.

**Sunday, February 18<sup>th</sup> | 2:00 pm | Benaroya Hall (Seattle) (Livestream)**

### **Broadway Spectacular**

Join the Seattle Women's Chorus as it celebrates all things Broadway. This is a concert that will keep your toes tapping, hands clapping, with an 11:00 o'clock number that will have you on your feet! What's not to love about that? Finally, the sun will indeed come out tomorrow!

**Saturday, May 4<sup>th</sup> | 1:00pm and 5:00pm (Livestream) | Cornish Playhouse at Seattle Center (Seattle)**

### **Lip Sync for our Rights**

#Dragisnotacime. It's fabulous! Top tier Ru Paul talent join the Seattle Men's Chorus that celebrates the art sheer artistry of drag. Special guests will keep you laughing in between iconic performances of dragworthy anthems by the Chorus like "I Will Survive" and "I Am Who I Am." So get out those rainbow boas, diamond tiaras, and 6" heels and sashay down to see the Seattle Men's Chorus in a truly dragalicious concert that would be a crime to miss.

**Saturday, June 22<sup>nd</sup> | 7:00 pm / Sunday, June 23<sup>rd</sup> | 2pm / Marion Oliver McCaw Hall at Seattle Center (Seattle) (Livestream)**



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## WHO ARE THE SEATTLE MEN'S CHORUS & SEATTLE WOMEN'S CHORUS?

### Our Vision

A more harmonious world that celebrates the unique identities and talents of all people.

### Our Mission

Our voices transform society through innovative and entertaining programs that build community, illuminate the experiences of LGBTQ people and their allies, expand inclusion, and inspire justice.

- The Seattle Men's Chorus was founded in 1979 and is one of the oldest gay men's choruses in the country with over 250 active singers.
- The Seattle Women's Chorus, founded in 2002, recently completed its 20<sup>th</sup> Season. It maintains an active roster of over 110 singers.
- The choruses maintain a full concert season of five mainstage concerts performing in front of more than 18,000 people live annually.
- SMC performances have aired nationally on PBS, the chorus has performed on numerous occasions with the Seattle Symphony and released dozens of recordings. In 2022 each chorus re-launched their YouTube pages with hundreds of archival and current performances available seen by thousands each month.
- SWC is one of the largest and most successful SSAA choruses in North America, providing a dynamic and powerful voice on LGBTQ+ and women's social justice issues not only here in Seattle but across the GALA Chorus network.
- SMC's holiday concert remains one of the leading seasonal attractions in the Seattle area.
- The choruses have commissioned numerous original compositions from leading composers, including John Corigliano, Gian Carlo Menotti, Ned Rorem, and David Diamond.
- Guest artists have included Debbie Reynolds, Harvey Fierstein, Megan Mullally, Kristin Chenoweth, Chely Wright, Jennifer Holliday, and Kathy Najimy.



SMC performs Disney PRIDE in Concert June 2023



SWC performs We Got The Beat May 2023



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## Equity, Access & Belonging

- SMC/SWC tell stories of the LGBTQ+ and women's experience to better the world by uplifting voices from all backgrounds. SMC/SWC is committed to being a safe space where all people, regardless of race, class, gender, ability and intersections beyond can feel a sense of Equity, Access and Belonging. SMC/SWC continually recognizes the importance of underrepresented communities, voices and intersectional ties within and beyond our community. Delivering on this vision is an ongoing process as our plans and actions evolve through our own learning processes.
- Major choral theatre works performed with BIPOC\* focus and regularly perform arrangements by BIPOC artists.
- Growing membership who identify as BIPOC.
- Regular public statements on EAB issues.
- Staff and board undergo regular DEIA training. Extensive work with "Of By and For All."
- Bylaws, Member Handbook, all Operational Policies updated through equity lens.

\*SMC/SWC adopted the use of BIPOC ("Black, Indigenous and People of Color") in 2020 as it became standard terminology. SMC/SWC recognizes the acronym is incomplete and marginalizes some people. SMC/SWC will continue to strive to utilize words that most accurately describe our communities and update our language as shared standards evolve.

## Outreach

- SMC/SWC have performed across North America with performances in iconic concert halls such as Carnegie Hall, Lincoln Center, and Boston Symphony Hall, as well as tours across Canada, Europe, Australia and New Zealand. SMC/SWC have performed extensively throughout the Pacific Northwest and Mountain West, with outreach performances in sites as varied as Walla Walla, Everett, Whidbey Island, Olympia, Boise, and Spokane.

## Education

- SMC/SWC has a distinguished record of engagement and impact in education over the past 45 years. There have been a number of educational programs that engage students directly, partner with music teachers and students, provide performance opportunities and connect the power of music making with the impact of social issues. A reimagined educational program is being developed.
- Free access to performances provided for GSA programs and proud participants in the TeenTix program.

## Leadership

- SMC/SWC has strong leadership on both the administrative and artistic front. The leadership team is successfully navigating the choruses as they emerge from COVID-19 resulting in strong financial and artistic footing.

## Community

- SMC/SWC regularly uses their voices to support organizations both locally and around the state. Outreach concerts have benefited numerous local non-profits addressing issues of homelessness, domestic violence, HIV/AIDS, youth and families in need, and hunger. SMC/SWC is proud of its efforts to raise awareness and financial support on behalf of these critical community organizations.

## Sponsors

- SMC/SWC has a long history of current and past financial support from many leading corporations and foundations including the following: Alaska Airlines, Carter Subaru, Holland America Line, Olympic Hot Tub, Boeing, Microsoft, 4-Culture, Artsfund, Seattle Office of Arts & Culture, Arts Washington, KIRO7, and the Seattle Times.



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## The SMC/SWC Audience

**SMC/SWC** is one of the largest community based choruses in the Seattle metropolitan area and continues to be a recognized leader in the Seattle arts community. SMC/SWC is an iconic institution within national and international choral music circles for its artistic excellence, compelling programming and social justice impact.

**SMC/SWC** draws capacity audiences wherever it performs, whether it be Benaroya Hall, Town Hall Seattle, Pantages Theatre, Paramount Theatre, or McCaw. This past season SMC/SWC performed to over 14,000 people at concert and outreach performances throughout the community.

**SMC/SWC** audiences are comprised of the following:

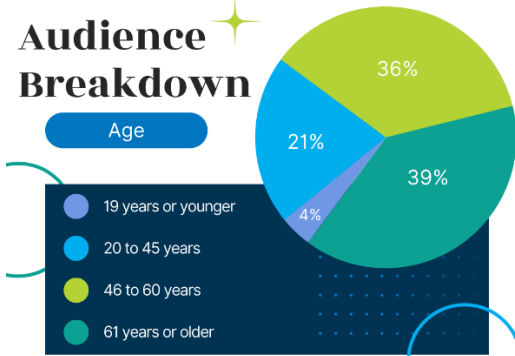
- 64% of the audience reports an income over \$75,000 per year. Of those audience members, 73.9% have a reported income in excess of \$100,000 per year and 18.7% in excess of \$250,000 per year.
- 48% of the audience identify as male, 46% identify as female, and 6% identify as non-binary or transgender. 50.7% of the audience are single and 49.3% are either married or in a committed relationship. 55.9% of the audience includes children as a part of their core family unit.
- 55% of audience members are college graduates with 22% holding post-graduate degrees.
- 21% are between 20 and 45 years old; 36% are between 46 and 60; 39% are 61 and older. Younger audience member (19 and younger comprise 5%)
- 82% of the audience identify as Caucasian, 5% as AAPI, 6% Hispanic, 3% African American and 4% other.
- Regular attendees come from the Seattle Metro Area as well as communities across the region from Olympia to Bellingham.
- Our YouTube channel has 500K+ views since 2021.
  - 75% from the US
  - 63% female, 27% male
  - 53% under 50



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

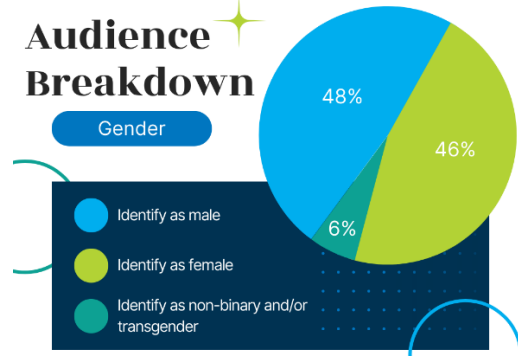
## Audience Breakdown

Age



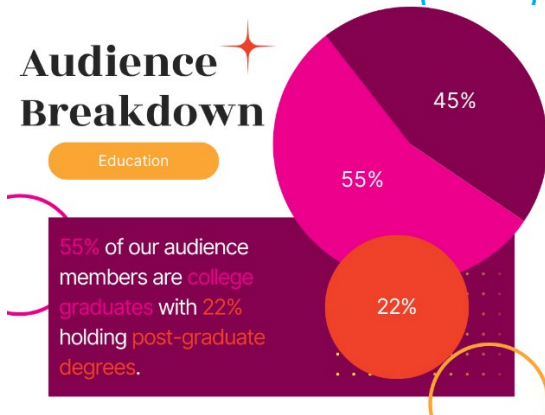
## Audience Breakdown

Gender



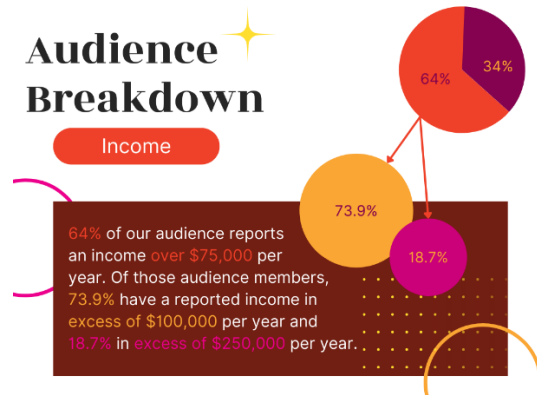
## Audience Breakdown

Education



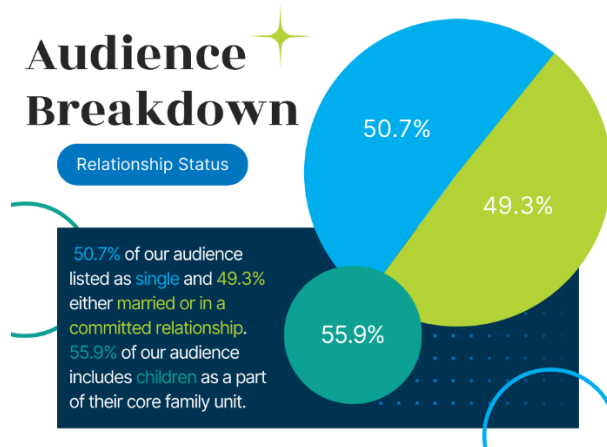
## Audience Breakdown

Income



## Audience Breakdown

Relationship Status





# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## Corporate Sponsorship Opportunities and Benefits Celebrating SMC/SWC corporate partners with frequent recognition

SMC's 45<sup>th</sup> Season and SWC's 21<sup>st</sup> Season offers a wide range of partnership opportunities for companies and organizations wanting to reach this very impressive and sought-after constituency. Actual benefit package is dependent on the level of support, your company agrees to.

- Partner's logo prominently featured in the concert program for every performance and on display banners in the lobby of mainstage performances.
- Your website URL link and logo prominently displayed on the home page of the Seattle Men's Chorus & Seattle Women's Chorus: [www.seattlechoruses.org](http://www.seattlechoruses.org).
- Logo placement in each YouTube performance video for the 2023-24 season.
- Logo placement in Livestream video.
- Recognition in digital and print marketing materials, which may include: direct mail, posters, email, signage, print ads, and social media mentions. 500K impressions (est.) during season.
- A digital color advertisement in each mainstage program, as well as the logo placement in all concert programs.
- Your URL link and logo included in four issues of our electronic newsletter, distributed to more than 12,500 unique email addresses.
- Opportunity to use SMC/SWC editorial content in corporate marketing of the collaboration between your company and our Choruses.
- Package of premium tickets to each performance.
- Invitation to all SMC/SWC special events and donor appreciation events.
- Special Corporate Discount for employees to all concert events.

This menu of benefits is available to a season partner. Final selection and configuration of benefits is based upon negotiation between the corporate partner and the Chorus and will be reflected in a mutually agreed upon contract.



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## **Sponsorship Logo Placement Typical Concert Promotion Plan**

- SMC/SWC's website includes active link to sponsors' home page.
- *Quarterly* email newsletter, delivered four times annually to more than 12,500 email addresses, with an average 68% open rate.
- Postcards (approx. 20,000 copies per concert, mailed to SMC/SWC's database and other arts organizations' mailing lists)
- Digital Media Campaign viewed by over 350,000 – 500,000 people during the course of an 8-week concert cycle.
- SMC/SWC maintains an active press list with over 60+ media sites throughout the region including TV, radio and print. Media coverage this season has averaged 7.1+ million readers for our main stage productions, and event listings have reached on average a total of 19.7 million readers.

Corporate partnership with the  
Seattle Men's Chorus & Seattle Women's Chorus  
Deliver a bold message while embracing the vital role  
SMC/SWC plays in Seattle's cultural and civic community.





# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## **BRONZE: \$3,000 + (10)**

Partnership at the BRONZE level includes all of the aforementioned basic benefits (page seven) of a corporate partner, plus the following:

- Six premium tickets for your use during the concert season

## **SILVER: \$5,000 + (6)**

Partnership at the SILVER level includes all of the aforementioned basic benefits (page seven) of a corporate partner, plus the following:

- Twelve premium tickets for your use during the concert season
- Digital program advertisement increased to a half page

## **GOLD: \$10,000 + (4)**

Partnership at the GOLD level includes all of the aforementioned basic benefits (page seven) of a corporate partner, plus the following:

- Twenty premium tickets for your use during the concert season
- Digital program advertisement increased to a full page

This menu of benefits is available to a season partner at the Bronze/Silver/Gold levels.

Final selection and configuration of benefits is based upon negotiation between the corporate partner and the Chorus and will be reflected in the summation of benefits

Corporate partnership with the  
Seattle Men's Chorus & Seattle Women's Chorus  
Deliver a bold message while embracing the vital role  
SMC/SWC plays in Seattle's cultural and civic community.





# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## **PLATINUM: \$15,000 + (3)**

Partnership at the PLATINUM level includes all of the aforementioned basic benefits (page seven) of a corporate partner, plus the following:

- Named as *Platinum Sponsor* of the entire 2023-2024 concert season
- Press release issued announcing the Platinum Sponsorship, and placed on both Chorus-controlled social media websites
- Complimentary appearance by **SMC/SWC** small ensemble or select soloists at a corporate function, as negotiated
- Up to Thirty premium tickets for your use throughout the season
- A Pair of Tickets to SMC/SWC Gala Event "Disco Inferno"
- Verbal and/or visual acknowledgement (live or recorded) at each performance.
- Digital program full page color ad

This menu of benefits is available to a season partner at the PLATINUM level.  
Final selection and configuration of benefits is based upon negotiation between the corporate partner and the Chorus and will be reflected in the summation of benefits

Corporate partnership with the  
Seattle Men's Chorus & Seattle Women's Chorus  
Deliver a bold message while embracing the vital role  
SMC/SWC plays in Seattle's cultural and civic community.



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## IMPRESARIO: \$25,000+ (1)

Partnership at the IMPRESARIO level includes all of the aforementioned basic benefits (page seven) of a corporate partner, plus the following:

- Named as *Presenting Partner* with **the SMC/SWC** 2023-2024 concert season
- Press release issued announcing the Presenting Partnership, and placed on Chorus-controlled social media websites
- Verbal and/or visual acknowledgement (live or recorded) at each performance.
- Partnership notice prominently featured toward top of concert program front cover for entire season
- Complimentary appearance by a **SMC/SWC** ensemble or featured soloist at a corporate function, as negotiated
- Up to Forty premium ticket for your use throughout the season
- Digital program full-page color ad
- 4 VIP Tickets to SMC/SWC GALA Event "Disco Inferno"

This menu of benefits is available to a season partner at the IMPRESARIO level.  
Final selection and configuration of benefits is based upon negotiation between the corporate partner and the Chorus and will be reflected in the summation of benefits.

Corporate partnership with the  
Seattle Men's Chorus & Seattle Women's Chorus  
Deliver a bold message while embracing the vital role  
SMC/SWC plays in Seattle's cultural and civic community.



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## A History of Highlights and Successes

- The Seattle Men's Chorus was founded in the fall of 1979, with its first full season in 1980-81.
- Dennis Coleman becomes the third Artistic Director of SMC in 1981. A position he held until his retirement 35 years later in July 2016.
- SMC performs its first out-of-town concert with the Portland Gay Men's Chorus in February 1982.
- First live broadcasted Holiday Concert on KTZZ in December 1987.
- *Swellegant Elegant* aired nationally on PBS in 1993, a first for an LGBTQ+ chorus in North America.
- SMC/SWC has commissioned and performed dozens of new works from living composers including:
  - Praise Thy Saving Power*** (1985), by Samuel Adler
  - My Christmas*** (1987), by celebrated American composer Gian Carlo Menotti became the first broadcast performance for the chorus when it aired on KTZZ Seattle during the holiday season.
  - Michael's Letter to Mama*** (1999), based on the book "Tales from the City" by Armistead Maupin, and is one of the most popular and oft performed pieces amongst the GALA Chorus movement.
  - We Can Do It*** (2014), became the first commissioned piece written specifically for SWC by Eric Lane Barnes
- SMC performed in the official program at Governor Gary Locke's Inaugural Ball (January 2001).
- Seattle Women's Chorus went from dream to reality with its first rehearsal. (September 2002)
- *Genesis* is the inaugural concert for the Seattle Women's Chorus (2003).
- CD's have been a significant part of the both choruses history with the release of 16 SMC CD's, 5 SWC CD's and 1 joint CD.
- SMC/SWC join forces for its first tour of the Rocky Mountain states (July 2006)
- First joint concert between SMC/SWC *Glitter and Be Gay* (June 2010)
- Paul Caldwell becomes SMC/SWC's fourth Artistic Director in 2016.
- SMC makes its debut with the Seattle Symphony in *Broadway Rocks!* (May 2017)
- SMC/SWC performed the National Anthem at Safeco Field in celebration of PRIDE Night with the Seattle Mariners (June 2018)
- SMC/SWC has an expansive library of musical performances in its two YouTube channels.
- SMC/SWC emerge from the COVID-19 pandemic with a full season of performances for 2022/23 Including *We've Got The Beat* and *Disney PRIDE in Concert*.



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## Accolades/Comments

### What the Media is saying:

- "Fruitcake" is holiday entertainment at its finest, steeped in joy, humor and warmth, with songs that connect everyone at heart. (Woodinville Weekly (December, 2008)
- No one does ethereal like the Seattle Men's Chorus and the Seattle Women's Chorus is finding its own niche to excel in. (Seattle Times (December 2010)
- Seattle Men's and Women's Choruses are back in person and sounding as great as ever! I exhort you, if you've never gone to any of their performances and you're part of the LGBTQ+ "family," you owe it to yourself to get introduced to them and why they exist! (Seattle Gay Times April 2022)

### Our Audience has spoken:

- Seattle Women's Chorus and Seattle Men's Chorus Holiday Concerts are a tradition for me and my family and friends.
- SMC's holiday concert officially starts our holiday season. We never miss it! Great music, fun stories, and the best sing-a-long ever!
- I just got home from the Seattle Men's Chorus spring concert - the 80's. It was so fantastic! I hope that they didn't mind that I helped - it was so good that I couldn't help but singing along! Fun, funny, irreverent, musically interesting and challenging, and delightful - I highly recommend the SMC concerts to all!
- Thank you for making this performance available via live stream. The show was incredible -so much talent, dedication, and hard work. It made my Christmas. Plus, I was privileged to spend a few minutes with a part of my family even though we're roughly 3000 miles apart. Ain't that maestro something?
- Just got home from SWC's Get the Party Started! It was wonderful! I thoroughly enjoyed every moment of it.
- One of the best shows we have been to in the last 20 years. The music was phenomenal and the stories the members of the chorus told were truly moving. We were in tears several times. Thank you all for your hard work and dedication to deliver such a moving performance.
- I just want to take a second to congratulate SMC for putting on an incredible show! In a world so filled with hate, it is refreshing to see something that is made of pure love. Five years ago I would never have thought that Disney would be willing to license their movies and music to gay men's choruses. It just fills my heart to see these two worlds collide and that it was with you!
- Disney! Best Seattle Men's Chorus concert ever!

### Our Singers have spoken:

- "I am passionate about Seattle Choruses, because it is a great community of friends that has sustained me through my youthful coming out process, the aids epidemic, personal loss, and triumph of LGBTQ+ rights, love and marriage.
- "I love playing with Seattle Choruses, because every concert moves me to tears – tears of joy, tears of pride, and hearts that the audience has been moved and is right there with us.
- The choruses truly change people's lives. At a time when we need inclusion and support from one another, I am proud to be involved with SMC/SWC.



# SEATTLE MEN'S CHORUS SEATTLE WOMEN'S CHORUS

## **SMC/SWC Season Sponsorship Opportunities**

### **YOUNG ARTIST ACCESS FUND (\$10,000)**

Support youth participation at SMC/SWC performances – this program seeks to provide free or reduced price concert seats to young audiences and clients of partnering SMC/SWC organizations. SMC/SWC is seeking a funding partner to provide a challenge gift to incentivize current donors and audience members to underwrite tickets for youth and low-income individuals.

### **MUSIC ACQUISITION FUND (\$25,000)**

Music Acquisition is an ongoing expense that continues to increase significantly each and every year. This is especially true as SMC/SWC seek music and arrangements by BIPOC artists. SMC/SWC is proud to be in full compliance with ever stringent and expensive licensing and performing rights. Your support will allow SMC/SWC to acquire new musical arrangements that inspire and entertain our growing audiences, as well as continue to nurture new composers through the commissioning of new choral masterpieces.

### **DONOR APPRECIATION RECEPTION (\$15,000)**

SMC/SWC likes to thank our many donors with a special reception as a show of appreciation for their ongoing support of the chorus's music and mission. This is an opportunity for a sponsor who would like to help underwrite this event, which brings out over 250+ of SMC/SWC's most loyal and dedicated donors.

### **PHOTO BOOTH SPONSORSHIP (\$2,500 per concert date)**

Want more people to know about you and your business? Sponsoring the photo booth at any of our concerts is a great way to brand. We provide the photo equipment, you bring the staff and swag – get in front of hundreds of loyal audience members as they capture their attendance at one of our amazing concerts. Logo wrap on the photo booth. SMC/SWC offers 15 concert dates during its 2023/24 Season to select from.

### **2024 GALA SPONSOR (VARIOUS LEVELS FROM \$2,500 TO \$20,000)**

Get your company in front of 500 attendees at SMC/SWC's reinvigorated Annual Gala Fundraiser! This year's event, "Disco Inferno", will be held at the Marriott Waterfront in downtown Seattle. Sponsorship opportunities include the VIP Lounge, Photo Booths, and Performance Stage, to name just a few. Company logo and signage will definitely let Seattle's finest know who you are and what you do!

### **MUSICIAN/GUEST ARTIST FUND (\$25,000)**

SMC/SWC has a history of bringing amazing musicians and guest artists to Seattle as a part of our annual season. Your sponsorship will ensure that we can continue to negotiate with the best musicians available.

### **EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS (\$5,000 AND MORE)**

SWC/SMC receives numerous requests to perform in communities across the state each and every year. The financial reality is that we have more requests than can be fulfilled. Designated support for this program ensure that we can continue to provide performances, participate in numerous educational and community based activities across the state.

### **MEMBER SPOTLIGHTS (\$250)**

The magic of SMC/SWC is in its membership. Member Spotlights highlight the unique contributions of a member in a 2-3 minute video. This is a highly engaged visibility opportunity.